

The Effect of Celebrity Endorsers and Product Quality on Purchase Decisions Through Brand Image in AUD Face Wash at The Irian Bahagia's Supermarket in Medan City

Mery Christina Pardede¹, Amrin Fauzi², Beby Karina Fawzee Sembiring²

^{1,2}Magister of Management Study Program on Postgraduate School of University of Sumatera Utara

Corresponding Author: Mery Christina Pardede

DOI: <https://doi.org/10.52403/ijrr.20221126>

ABSTRACT

Modern life offers convenience and practicality to support appearance, one of which is the use of care or cosmetic products. Cosmetics are one very important thing, especially to support consumer beauty. Currently, cosmetics are a necessity that cannot be underestimated, because almost all consumers, especially women, cannot be separated from cosmetic products every day. This research was conducted to examine the effect of Celebrity Endorser image and product quality on purchasing decisions for AUD cosmetics among women in Medan. This research is motivated by cosmetics which currently have become a primary need, especially for most women. This causes the cosmetic industry to compete competitively with various strategies to attract consumers to use its products.

This research uses a quantitative approach method. The population in this study were consumers of AUD cosmetics users and a sample of 96 respondents was taken. The sampling technique in this study was purposive sampling. The data collection method uses a questionnaire method which is measured using a Likert scale. The analytical method used in this research is the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, T-test, F-test, and determinant coefficient test (R²). Tests were carried out using SPSS. The results showed that the celebrity endorser image variable affected the purchasing decision variable by 33,8% and the

brand image variable by 39,3%. While the product quality variable has an effect on 8,5% of the purchasing decision variable and it can be concluded that the brand image variable (X₃) has a more dominant influence on the purchasing decision variable (Y) than the celebrity endorser (X₁) and product quality (X₃). The results showed the simultaneous influence of the independent variables, namely celebrity endorser, brand image and product quality on the dependent variable, namely the use satisfaction of 81,7%. While the rest is explained by other variables that are not known in this study.

Keywords: Celebrity Endorser, Product Quality, Brand Image, Purchase Decision

BACKGROUND

Currently, skin care products sold in Indonesia to meet the needs and wants of consumers are very diverse and also many, one of which is the AUD Face Wash skin care product. AUD Face Wash is a skincare product produced by PT XYZ. The positive female character image displayed on the AUD Face Wash product is identical to that of young, energetic and high-achieving teenagers. One of the products produced is AUD face wash (face wash). AUD face wash is a face wash product that has middle-up customers with good quality and safety of product content registered with BPOM. So even though the price of AUD Face Wash is very affordable, PT XYZ

guarantees the quality of AUD Face Wash which can brighten up to three times brighter. This AUD face wash, even though it is relatively new compared to other competitors who have been on the market, is very popular with the public.

The needs and wants of a dynamically moving market will change rapidly and continuously so skin care manufacturers are expected to meet the specific wants and needs of their users to compete in the market. Manufacturers must always be creative and make discoveries to outperform the competition in the skincare industry. The increasingly tight competition in the skin care industry between companies can be seen from the increasing number of types of skin care circulating, namely external and domestic skin care with direct (offline) and indirect (online) sales.

The phenomenon of using celebrity endorsers for a product is often done. Not a few industries use prominent advertising stars in advertising their goods, but often companies do not pay attention to the suitability of celebrity personalities with the personalities of the products being promoted. Using a celebrity can increase sales, but using a celebrity as a sponsor is also quite expensive. The effectiveness of using celebrities in product advertisements is proven by the results of the TBI (Top Brand Index) study conducted by Frontiers Consulting Group as a research institution. The Top Brand Index is regulated through 3 aspects: perception share, market share, and loyalty share. Perceived share describes the strength of the brand in the minds of consumers in each product category. Market share measures the resilience of a logo in a given competition to the behaviour and buying habits of real users. Loyalty share describes the resilience of a logo in motivating users to make purchases of existing brands in the future. TBI (Top Brand Index) is measured by 3 dimensions: awareness (logos that are most closely remembered), recent use (logos that were most recently used), and future intentions (logos that will be reused in the future). The

following table illustrates the per cent level of AUD face washes and their competitors through the 2017 Best Brands Index. The results of the Top Brand Index of AUD face wash products experienced a percentage increase of 8.4% from 9.4% in increasing to 17.8% in 2021. AUD was nominated for the top three brands. Pond's competitors still occupied the first category but decreased to only 18.3%.

This increase indicates the possibility of a large celebrity endorser influence. The use of celebrities in promoting their products is remarkable evidence because the information section has become an important part of business, good visual advertising has succeeded in attracting the tendency to shop in society, let alone the use of celebrities represented.

In addition to the advertising factor of using celebrity advertising stars, another factor that can have an effect in deciding to purchase is the quality of the goods. Product quality is the specification of goods and services combined with their strengths to meet customer desires, both realized and realized. Product quality refers to the direct characteristics of a product, such as its appearance, speciality, capability, appearance, durability, use, aesthetics, and perceived quality.

The strength of AUD's existing brand image helps attract new customers to the company. The company hopes that with the AUD brand image, consumer confidence will increase. Brand trust will have the potential to build valuable relationships and largely shape customer buying decisions. Brand image is a set of customer beliefs about a logo. A logo reflects the customer's views and feelings about an item and its characteristics, and all aspects of the value of a service or product to customers. The brand is a picture of the guarantee made by the producer to the customer about the quality of the goods which the company will produce. It turns out that brands can affect customers in deciding to make a purchase (Iryanita, 2014).

In addition to being influenced by brand image, purchasing decisions can also be caused by the quality of goods, as found in the research of Puji Isianto (2012: 861) which says that the quality of goods has a large effect on purchasing decisions. The results of the investigation by Sari Ismayana explained that the quality of the goods had a positive and meaningful effect on purchasing decisions. Then further investigation by Putry Ayunia (2017) on the quality of goods, brand image, price and billboards explain that there is only a significant effect between the quality of goods, price and brand image in deciding to buy one product.

Based on the theory and the results of previous research, the authors conclude that the AUD brand image is well known among the public, the product quality is also good

and to expand the brand image, AUD has also taken various ways to increase the sales of its products, one of which is by using celebrity endorser in AUD face wash products. This study wants to find out more about whether product quality, celebrity endorser and brand image have a clear and meaningful effect simultaneously on purchasing decisions.

Conceptual Framework

Purchase decisions depend on the variable (Y), starting from the celebrity endorser reputation which is the independent variable (X1), Product Quality the independent variable (X2) and Brand Image as the independent variable (X3). Indicators of Celebrity Endorser, Product Quality and Good Brand Image can provide a Purchase Decision.

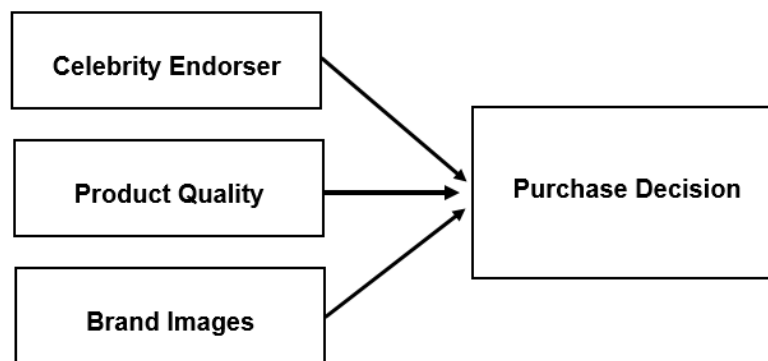


Figure 1. Conceptual Framework

Hypotheses:

Ha1 : There is a positive and significant effect between celebrities endorsers on the decision to purchase AUD face wash at the Irian Bahagia Supermarket, Medan City

Ho1 : There is no positive and significant effect between celebrities endorsers on the decision to purchase AUD face wash at the Irian Bahagia Supermarket, Medan City

Ha2 : There is a positive and significant effect between the quality of goods and the decision to purchase AUD face wash at the Irian Bahagia Supermarket, Medan City

Ho2 : No good and significant effect was found between the quality of goods and the

decision to buy AUD face wash at the Irian Bahagia Supermarket, Medan City

Ha3 : There is a positive and significant effect between their images on the decision to purchase AUD face wash at Irian Bahagia Supermarket Medan City

Ho3 : There was no significant and positive effect between brand image and the decision to buy AUD face wash at Irian Bahagia Supermarket, Medan City.

Ha4 : There is a good and significant effect between the quality of goods, brand sponsorship, and brand image on purchasing decisions for AUD faces at Pasaraya Irian Bahagia, Medan City.

Ho4 : There is a no good and significant difference between the quality of goods, brand support and brand image and the decision to buy AUD face wash at Irian Bahagia Supermarket Medan City

RESEARCH METHOD

The analytical method used is quantitative data analysis. This study was conducted to identify and evaluate the impact of celebrity endorsements, product quality and brand image as well as their impact on the decision to purchase AUD facial wash products at the Irian Bahagia Supermarket in Medan. The population in this study were AUD face wash buyers and users who were shopping at the Irian Bahagia Supermarket, Medan City. Due to the size of the research population that cannot be known with certainty, the sample size is determined using the Rao Purba theory formula. According to the Purba theory, referring to the analysis of Sujarweni (2015: 155), if the population is unknown, then the proportion

can be determined using the Rao Purba method:

$$n = \frac{z^2}{4 (moe)^2}$$

From the results of the calculation of the formula, it is known that the required sample size is 96 respondents who have used AUD face wash. Testing the results in this study using Multiple Linear Regression Analysis.

RESULT AND DISCUSSION

Multiple Linear Regression Analysis Test

Multiple linear regression analysis was used in this research which aims to determine whether there is an effect of the independent variable celebrity endorser (X1), product quality (X2), and brand image (X3) on the dependent variable, namely determination in purchasing (Y). The conclusion of data analysis using statistical software is as follows:

Table 1. Multiple Linear Regression Analysis Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,962	2,754		,349	,728
	CELEBRITY ENDORSER	,463	,082	,405	5,660	,000
	KUALITAS PRODUK	,164	,131	,108	1,248	,215
	CITRA MEREK	,681	,143	,456	4,776	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

From the conclusion of the multiple regression analysis described in table 4.56 so that the multiple regression equation is obtained, namely: $Y = 0.962 + 0.463 X_1 + 0.164 X_2 + 0.681 X_3$

From the above formula model, conclusions can be drawn:

1. The positive constant (α) value of 0.962 this condition explains that there is a good effect on the celebrity endorser variable (X1), the quality of the goods (X2) and the brand image (X3) and if, the advertising star variable (X1),

product quality (X2) and brand image (X3) increases or has an effect in one unit, so that the value of purchasing decisions increases and is fulfilled/bound.

2. The coefficient value of the celebrity endorser variable (X1) is 0.463, explaining that the celebrity endorser variable has a good effect on the purchasing decision variable, and if the celebrity endorser value is increased by 1%, it will increase the purchasing decision by 0.463.

3. The coefficient value of the product quality variable (X2) as much as 0.463 explains that the product quality variable has a good effect on the purchasing decision variable, or if the product quality value is increased by 1% so that it will increase the purchasing decision by 0.463.
4. The value of the brand image variable coefficient (X3) of 0.681 indicates that the brand image variable has a good effect on the purchase decision variable, and if the brand image value is increased by 1%, it will increase the decision to buy as much as 0.681.

Hypothesis testing

Partial Significance Test (T Test)

Table 2 Partial Confidence Level Test Results (T Test) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,962	2,754		,349	,728
	CELEBRITY ENDORSER	,463	,082	,405	5,660	,000
	KUALITAS PRODUK	,164	,131	,108	1,248	,215
	CITRA MEREK	,681	,143	,456	4,776	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

1. From the conclusion of the test using the Statistical Software Program, it was concluded that the test combined with the concept of the celebrity endorser variable had a significant effect on purchasing decisions, this condition can be seen from the trust level value of the celebrity endorser variable. When sig. as much as $0.000 < 0.05$ and the value of t arithmetic $> t$ table ($5.660 > 3.1811$). Therefore, it can be concluded that H1 can be recognized. So the conclusion is that the celebrity endorser variable has a significant effect on the decision variable in buying (Y).
2. From the conclusion of the test using the Statistics Software Program, it was concluded that the test combined with the concept of the variable quality of goods had a significant effect on the decision to buy, this condition could be seen from the value of the confidence level of the variable quality of goods. When sig. as much as $0.215 < 0.05$ and the value of t arithmetic $> t$ table ($1,248 < 3.1811$) Therefore, it can be concluded that H2 can not be accepted. So the conclusion is that the variable quality of goods does not have a significant effect on the variable of determination in buying (Y).
3. From the conclusion of the test using the Statistics Software Program, it was concluded that the test combined with the concept of the brand image variable had a significant effect on purchasing decisions, this condition could be seen from the trust level value of the brand image variable. When sig. as much as $0.000 < 0.05$ and the value of t count $> t$ table ($4.776 > 3.18119$) Therefore, it can be concluded that H3 can be recognized. So the conclusion is that the brand image variable has a significant effect on the decision variable in buying (Y).
4. From the conclusion of the test using the Statistics Software Program, it can be seen that the celebrity endorser variable and brand image have a significant effect on the decision to buy, but the quality of the product does not have a significant effect on the decision to buy.

Simultaneous Regression Test (F-Test)

Table 3 Simultaneous Test Results (F Test) ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2758,891	3	919,630	137,101	,000 ^a
	Residual	617,109	92	6,708		
	Total	3376,000	95			

a. Predictors: (Constant), CITRA MEREK, CELEBRITY ENDORSER, KUALITAS PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

From the conclusion of the data analysis, the calculated F value obtained is 137,101 where the calculated F value > from the F table is 137,101 > 3.5 or 0.000 < 0.05. In relation to the existing concept, this condition explains that the independent

variable which includes celebrity endorser (X1), product quality (X2) and brand image (X3) simultaneously has a good and meaningful effect on the dependent variable, namely the determination to buy (Y).

Effective Contribution (SE) and Relative Contribution (SR)

Table 4 SPSS Test Results

Variable	Regression Coefficient (Beta)	Correlation coefficient (r)	R _{square}
Celebrity Endorser (X1)	0,405	0,836	0,592
Product quality (X2)	0,108	0,788	0,610
Brand Image (X3)	0,456	0,862	0,677

The total effective contribution of celebrity endorser variables (X1), product quality (X2) and brand image (X3) to purchasing decision variables (Y) SE total = SE(X1)% + SE(X2)%+SE(X3)%= 33 ,8% + 8.5% +39.3% = 81.7% Based on the above calculation results, it can be seen that the effective contribution (SE) of the celebrity endorser variable (X1) to the purchasing decision variable (Y) is 33.8%. The effective contribution (SE) of the product quality variable (X2) to the purchasing decision variable (Y) is 8.5%. Meanwhile, the effective contribution (SE) of the brand image variable (X3) to the purchasing decision variable (Y) is 39.3%.

Thus, it can be concluded that the celebrity endorser variable (X1) and the Brand Image variable (X3) have a more dominant

influence on the Y variable than the variable. Product Quality (X2). For the total SE is 81.7% or the same as the coefficient of determination (Rsquare) multiple regression analysis is 81.7% while the rest is explained by other variables that are not known in this study.

Based on the calculation results above, it can be seen that the relative contribution (SR) of the celebrity endorser variable (X1) to the purchasing decision variable (Y) is 41.4%. While the relative contribution (SR) of the product quality variable (X2) to the purchasing decision variable (Y) is 10.4%, the relative contribution (SR) of the brand image variable (X3) to the purchasing decision variable (Y) is 48%. The total SR is 100% or equal to 1.

Determinant Coefficient (R²)

Table 5 Coefficient of Determination Test Results (R²) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,904 ^a	,817	,811	2,590

a. Predictors: (Constant), CITRA MEREK, CELEBRITY ENDORSER, KUALITAS PRODUK

1. R value of 0.904 indicates the relationship between celebrity endorser characteristics (X1), product quality characteristics (X2) brand image (X3) on purchasing decisions (Y) of 90.4%. This means that the characteristics of celebrity endorsement (X1), product quality characteristics (X2) and brand image (X3) on purchasing decisions (Y) have a close relationship.
2. The value of R Square (R²) of 0.817 indicates that the characteristics of celebrity endorsers (X1), product quality characteristics (X2) and brand image (X3) are able to explain purchasing decisions (Y) of 81.7%. While the remaining 18.3% can be explained by other factors not examined in this study.

CONCLUSION

1. Celebrities have an effect on the decision to purchase AUD face wash at Supermarket Irian Bahagia Kota Medan. From the estimated result it was found that the only effective contribution (SE) of the celebrity endorser variable (X1) to the decision factor in buying (Y) was 33.8%, therefore it can be determined that the celebrity endorser factor has a significant effect on the purchasing decision variable of 33, 8%. It means that the celebrity endorser variable has a moderate effect on the purchase decision of AUD face wash at the Irian Bahagia Supermarket, Medan city, where the better celebrity endorser given to consumers, it will affect prospective customers in making purchasing decisions.
2. The quality of the goods has an effect on the decision to buy AUD face wash at

- the Irian Bahagia Supermarket, Medan city. The effective contribution (SE) of the goods quality factor (X2) to the decision factor in buying (Y) is 8.5%, the effect can be classified as minimal. Therefore, it can be concluded that the quality of goods (X2) has a lower effect on the decision to buy (Y) compared to advertising stars (X1). The quality of goods (X2) has no effect on the decision to buy. This condition is due to the fact that customers realize the benefits of products from competing products that provide similar and not significantly different results.
3. Brand image has an effect on the decision to buy AUD face wash at the Irian Bahagia Supermarket, Medan City. The effective contribution (SE) of the variable quality of goods (X2) for the decision factor in buying (Y) is 39.3% the effect can be classified as moderate. Thus, it can be determined that the brand image variable (X3) has a more dominant effect on the decision to buy variable (Y) than the celebrity variable (X1) and the quality of goods (X2). Brand image (X3) has an influence on the decision to buy. This is because the suitability of consumer expectations where consumers believe the product brand matches what they want is also well fulfilled.
4. Celebrities, brand image and quality of goods have an effect on the decision to buy AUD face wash at the Irian Bahagia Supermarket, Medan City. From the conclusion of the data analysis, it is explained that there is a significant positive effect between celebrity endorsers, product quality and brand

image simultaneously with the decision to buy AUD face wash at the Irian Bahagia Supermarket, Medan City.

Conflict of Interest: None

REFERENCES

1. Ambarani, Enka, Putri. 2013. "Pengaruh Perluasan Merek dan Kualitas Produk Terhadap Keputusan Pembelian Sampo Dove di Semarang". *Diponegoro Journal of Social and Politic*, 2(4): 1-6
2. Assauri, Sofjan. (2012). *Manajemen Pemasaran*. Jakarta: PT Raja Grafindo Handoko. 2002. *Manajemen Pemasaran*. Jakarta :Badan penerbit IPWI.
3. A,Shimp, Terence. (2003). *Periklanan Promosi&Aspek Tambahan Komunikasi Pemasaran.Terpadu, Jilid I (edisi 5)*, Jakarta:Erlangga.
4. Anwar, Prabu, Mangkunegara. (2009). *Perilaku konsumen*. Bandung: Refika Anoraga, Pandji. 2004. *Manajemen Bisnis, Cetakan Ketiga*. Jakarta.
5. Atikah, G. (2017). "Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Bedak Pixy di Kota Padang". *Jurnal Manajemen*, XI (2)
6. Azuar. (2013). *Metodologi Penelitian Kuantitatif Untuk Ilmu-Ilmu Bisnis*. Medan: M2000 Kotler, Amstrong. 2001. *Prinsip-prinsip pemasaran, Edisi kedua belas, Jilid 1*. Jakarta.
7. Basu, Swasta, dan Irawan. (2008). *Manajemen Pemasaran Modern*. Yogyakarta:Liberty
8. Basu Swastha, dan T. Hani Handoko, (2004). *Manajemen Pemasaran (Analisa Perilaku Konsumen)*, Yogyakarta : BPFE UGM.
9. Basu, Swastha, & Irawan, (2001). *Manajemen Pemasaran Modern*, Liberty. Yogyakarta.
10. Bramantya, Y,B. dan M. Jatra. (2016). *Pengaruh Celebrity Endorser dan Brand Image terhadap Keputusan Pembelian Yamaha Jupiter MX di Kota Denpasar*. *E-Jurnal Manajemen Unud*. 5 (3): 1745-1771.
11. Dian, Marselina.(2017)"Pengaruh Celebrity Endorser terhadap Brand Image pada Kosmetik Wardah".*Jurnal Fakultas Ekonomi dan Manajemen Universitas Dramaga Bogor*.
12. Endang, Sulistya, Rini, dan Dina, Widya, Astuti. (2012). "Pengaruh Agnes Monica Sebagai Celebrity Endorser Terhadap Pembentukan Brand Image Honda Vario", *Jurnal Bisnis dan Manajemen*.
13. Etzel, Michael, J., dkk., 199. *Marketing*. Eleven Edition. Mc Grow-Hill Companies. Inc, North America.
14. Fatlahah, A. (2013). "Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Es Krim Wall's Magnum". *Jurnal Ilmu Manajemen*. 1 (2): 472-485.
15. Fiani, Margaretha, & Edwin, Japarianto. (2012) "Analisa Pengaruh Food Quality & Brand Image Terhadap Keputusan Pembelian Roti Kecil Toko Roti Ganep's di Kota Solo". *Jurnal Manajemen Pemasaran (Tersedia di www.google.com diakses 20 Juli 2021 13:11:00)*.
16. Febriyanti, R, S. dan A, Wahyuati. (2016). "Pengaruh Celebrity Endorser dan Brand Image terhadap Keputusan Pembelian melalui Minat Beli". *Jurnal Ilmu dan Riset Manajemen*. 5(5): 1-18.
17. Fransisca, dan Yohanes. (2014). "Analisa pengaruh visibility, credibility, attraction, dan power celebrity endorser terhadap brand image bedak marcks venus". *Jurnal Manajemen Pemasaran Petra vol 2, No. 1, (2014)1-8*.
18. Garvin, David A. (2016). *alih bahasa Fandy Tjiptono, Strategi Pemasaran*. Yogyakarta
19. Ghozali, Imam. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.
20. Handoko. (2002). *Manajemen Pemasaran*. Badan penerbit IPWI. Jakarta.
21. Indriantoro, Nur., dan Supomo, Bambang. (2013). *Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen*. Yogyakarta: BPFE.
22. Juliana. (2016). "Pengaruh Celebrity Endorser dan Brand Image Terhadap Purchase Intention Produk Kosmetik Etude House Pada Mahasiswa IT & B Medan". *Jurnal IT&B Medan*, 1-10.
23. Juliandi, Azuar. (2013). *Metodologi Penelitian Kuantitatif Untuk Ilmu-Ilmu Bisnis*. Medan: M2000
24. Juliandi, Rizki, Fachira, Nurul. (2012). "Pengaruh Brand Image Terhadap Keputusan Pembelian Mobil Merek Pajero Sport pada PT. Bosowa Berlian Motor".

- Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Hasanuddin : Makassar.
25. Kotler, Philip, & Amstrong. (2016). *Marketing Management*. New Jersey: Pearson Education Inc.
 26. Kotler, Philip, & Amstrong.(2012).*Dasardasar Pemasaran, Jilid 1, Edisi Kesembilan, Jakarta :Penerbit PT. Indeks Gramedia.*
 27. Kotler, Philip, & Amstrong. (2008). *Prinsip-Prinsip Pemasaran.Edisi 12.Jilid 1. Alih Bahasa: Bob Sabran.Jakarta:Erlangga.*
 28. Kotler, Philip, dan Kevin Lane Keller K. (2016). *Marketing Management*. New Jearsey: Pearson Education, Inc.
 29. Kotler, Philip, dan Kevin, Lane, Keller, K. (2013). *Manajemen Pemasaran*. Jakarta: Erlangga.
 30. Kotler, Philip, dan Kevin, Lane, Keller. (2009). *Manajemen Pemasaran.Jilid 1, Jakarta:Penerbit Erlangga.*
 31. Kotler, Philip, dan Kevin, Lane, Keller. (2008). *Manajemen Pemasaran.Jilid 1, Jakarta:Penerbit Erlangga.*
 32. Kotler, Philip. (2007). *Manajemen Pemasaran, Jilid 1, Edisi 12, Jakarta:PT. Indeks Kelompok Gramedia.*
 33. Kotler, Philip. (2002). *Manajemen Pemasaran, Jilid 1, Jakarta:PT. Indeks Kelompok Gramedia*
 34. Lotulung, S.C., J. Lopian., dan S. Moniharapan. (2015). "Pengaruh Kualitas Produk, Harga dan WOM (Word of Mouth) terhadap Keputusan Pembelian Handphone Evercoss pada CV Trista Jaya Globalindo Manado". *Jurnal Emba*. 3 (3): 817-826.
 35. Mahestu, Noviandra, (2006), Analisis "Pengaruh Model Iklan Terhadap Perilaku Pembelian Remaja, Kasus Pada Bintang Akademi Fantasi Indosiar.
 36. Mariam, Tazkiyatunnisa. (2019) "Pengaruh Celebrity Endorser, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Maybelline" *Jurnal Fakultas Ekonomi dan Bisnis. Universitas Muhammadiyah Magelang.*
 37. Mokoagouw, M.L. (2016). "Pengaruh Gaya Hidup, Harga dan Kualitas Produk terhadap Keputusan Pembelian Handpone Samsung di Mobile IT Center Manado". *E-Journal UNSRAT*. 16 (1): 493-502.
 38. Muslimah, Nur, Hayati.(2019) .“Pengaruh Citra Merek, Persepsi Harga, Kualitas Produk dan Celebrity Endorser Terhadap Keputusan Pembelian Produk Wardah di Puspa Indah Kosmetik”. *Jurnal Fakultas Ekonomi dan Bisnis. Universitas Muhammadiyah Magelang.*
 39. Naufal, Savero, Rakha ,Heda. (2017). "Pengaruh Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian Sampo (Studi Kasus Pada Merek Clear.*Jurnal Fakultas Ekonomi Universitas Negeri Yogyakarta*
 40. Noerchoidah.(2013). "Analisis Pengaruh Harga, Kualitas Produk, dan Iklan Terhadap Brand Image dan Keputusan Pembelian Sepeda Motor Merek Kawasaki " *Jurnal WIGA Vol. 3 No.1. Maret 2013 ISSN NO 2088-0944.*
 41. Novalia, P. (2015). "Pengaruh Citra Merek dan Kualitas Persepsian terhadap Keputusan Pembelian Produk Kosmetik Wardah". [Skripsi]. Yogyakarta (ID): Universitas Muhammadiyah Yogyakarta.
 42. Nuraini, A. (2015). "Pengaruh Celebrity Endorser dan Kualitas Produk terhadap Keputusan Pembelian melalui Citra merek Pada Kosmetik di Kota Semarang". *Management Analysis Journal, IV(2).*
 43. Nur, Indriantoro, Bambang, Supomo. (2012), *Metode Penelitian Bisnis, Edisi Pertama, Cetakan keempat, Penerbit BPF, Yogyakarta.*
 44. Parengkuan, dkk.(2014).”Analisis Pengaruh Brand Image dan Celebrity Endorsment terhadap Keputusan Pembelian Produk Shampo Head and Shoulders”.*Jurnal EMBA Vol.2 No.3 September 2014, Hal. 1792-1802.*
 45. Paul, J. Peter, dan Jerry C. Olson. (2000). *Consumer Behavior: Perilaku Konsumendan Strategi Pemasaran*.Terjemahan: Jakarta : Erlangga.
 46. Permana, M, V. (2013). "Peningkatan Kepuasan Pelanggan melalui Kualitas Produk dan Kualitas Layanan. *Jurnal Dinamika Manajemen*". 4 (2).
 47. Prasasti, Widi. (2014). "Pengaruh Celebrity Endorser Terhadap Niat Beli Konsumen; studi pada produk sticker aplikasi jejaring sosial line". *Universitas Atmajaya Yogyakarta.*
 48. Puji, Isyanto. (2012) .“Pengaruh Kualitas Produk Terhadap Keputusan Pembelian HP Blackberry Pada Mahasiswa Ekonomi Universitas Singa Perbangsa Karawang”.. *Universitas Singa Perbangsa Karawang.*
 49. Ramadhan, Hafizh. (2014). "Pengaruh Citra Merek dan Harga terhadap Keputusan

- Konsumen pada Produk T-Shirt Architect di Bandung". *Journal Marketing & Bussines.Rineka Cipta*
50. Swastha,Basu. (1996). *Asas-asas Marketing*. Edisi 3. Yogyakarta: Liberty
 51. Sartika.(2018).“Pengaruh Celebrity Endorser Dan Media Iklan Televisi Terhadap Keputusan Pembelian Produk Pond's diKota Makasar” *Jurnal Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Allaudidin Makasar Yusan Gamaro*.
 52. Sangadji, Etta M, C,dan Sopiah. 2013. *Perilaku Konsumen: Pendekatan Praktis Disertasi Himpunan Jurnal Penelitian (Ed. pertama)*. Yogyakarta: Andi.
 53. Schiffman, Leon, G.&Leslie, Lazar, Kanuk. (2010). *Consumer Behaviour*. London: Pearson Education.
 54. Schiffman, Leon, G, &. Leslie, Lazar, Kanuk. (2004). *Customer Behavior*. Prentice Hall Inc, USA. Shimp, A Terence. 2003. *Periklanan Promosi & Aspek Tambahan Komunikasi*. Jakarta: Erlangga.
 55. Sujarweni, Wiratna. (2015). *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru
 56. Suliyanto. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis & Disertasi*. Yogyakarta: Andi Sugiono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
 57. Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
 58. Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
 59. Sugiyono. (2012). *Metode Penelitian Bisnis. (Pendekatan Kuantitatif, Kualitatif dan R&D)* Bandung: CV.Alfabeta. Sujarweni, Wiratna. 2015. *SPSS Untuk Penelitian*. Yogyakarta:
 60. Sugiyono. (2008). *Metode penelitian bisnis*. Bandung: alfabeta.
 61. Sulistyoy, Dina. (2012).Pengaruh agnes monica sebagai celebritu endorser terhadap pembentukan brand image Honda vario.*Jurnal Bisnis dan Manajemen Vol. 6, No. 1 Jauari 2012 Hal. 1 – 12*.
 62. Terry, George, R. & Lesli W Rue. (2011). *Dasar-dasar Manajemen*. George R Terry dan Leslie W Rue diterjemahkan oleh G.A Ticoalu. – Cet. 11 -. Jakarta: Bumi Angkasa.
 63. Tjiptono, F., & Greforius, C. (2016). *Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian)*. Yogyakarta: Andi.
 64. Tjiptono, Fandy. (2008).*Strategi Pemasaran*, Edisi 3, Yogyakarta: Andi.
 65. Tjiptono, Fandy. (2004),*Strategi Pemasaran*, Edisi Kedua, Penerbit Andi, Yogyakarta.
 66. Tjiptono, Fandy. (2002), *Strategi pemasaran*, Edisi Kedua, Andi Offset, Yogyakarta.
 67. Ummu, Habibah. (2016) “Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah” *Jurnal Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya “Jurnal Fakultas Ekonomi Universitas Negeri Yogyakarta*.
 68. Wulandari, N, M. dan I.K. Nurcahya. (2015). “Pengaruh Celebrity Endorser, Brand Image, Brand Trust terhadap Keputusan Pembelian Clear Shampoo di Kota Denpasar”. *E-jurnalManajemen Unud*. 4 (11): 3909-3935.
 69. Yusan, Gamaro, Pontoh.(2016).“Pengaruh Celebrity Endorser (Pevita Pearce) Terhadap Minat Beli Konsumen Pada Produk AUD Bb Cream Di Fakultas Ekonomi Dan Bisnis Universitas Lampung”. *Jurnal Fakultas Ekonomi dan Bisnis Universitas Lampung*.
 70. Yuriansyah, A, L. (2012). “Persepsi Tentang Kualitas Pelayanan, Nilai Produk Dan Fasilitas Terhadap Kepuasan Pelanggan”. *Management Analysis Journal*. 2 (1).
 71. Zakiya, Sabdosih. (2013). “Pengaruh Variabel Celebrity Endorser Terhadap Citra Merek AUD Face Wash (Studi Produk AUD Face Wash Total Repair di Fakultas Ekonomi dan Bisnis Universitas Brawijaya)”. *Jurnal ilmiah mahasiswa FEB 2013*.
 72. <https://akurat.co/news/id-984714-read-wardah-hingga-purbasari-ini-5-skincarebrand-lokal-yang-bersertifikat-halal> (Di akses 30 Januari 2020)
 73. <https://id.priceprice.com/kecantikan/news/Mengenal-Wardah-dan-ProdukKosmetikTerbaiknya-6044/>. (Di akses 23 Juli 2018)
 74. <https://pressrelease.kontan.co.id/release/wardah-perkuat-posisinya-sebagai-pelopor-merek-kosmetik-halal-dengan-kampanye-halal-dari-awal>. (Di akses 22 Januari 2019)
 75. <https://www.kajianpustaka.com/2016/10/pengertian-dan-faktor-yang-mempengaruhi> -

- perilaku-konsumen.html. Di akses 22 Oktober 2016
76. <https://www.liputan6.com/bisnis/read/4003673/industri-kosmetikditargetkan-tumbuh-9-persen-di-2019>
77. <https://www.suarakarya.id/detail/103191/Ke-menperin-Optimalkan-PotensiBesar-Industri-Kosmetik-Dalam-Negeri>. (Di akses 13 november 2019)

How to cite this article: Mery Christina Pardede, Amrin Fauzi, Beby Karina Fawzee Sembiring. The effect of celebrity endorsers and product quality on purchase decisions through brand image in AUD face wash at the Irian Bahagia's supermarket in Medan City. *International Journal of Research and Review*. 2022; 9(11): 187-197.
DOI: <https://doi.org/10.52403/ijrr.20221126>
